Claims 43, 47-48, 50-51, 54-55, 57, 59, 63, 65, 68, 71 & 75-77 have been amended to recite "at least one" for occurrences of "one" to clarify that the claimed invention is not limited to just "one" of the recited components. No new matter is added by these amendments.

Claims 2, 17, 18, & 64 have been amended to replace the term "contain" (or its variants) with the more conventional transitional term "include" (or its variants). No new matter is added by these amendments.

Claims 2 and 40 are amended to set forth that data stored in a computer includes a first projected datum and user data as disclosed at page 543 line 33 to page 544 line 1, page 548 lines 1-6 and lines 18-30, and page 549 line 32 through page 550 line 14. No new matter is added by these amendments.

Claim 17 is amended to set forth that a signal is effective to deliver user specific budget data and to set forth a step of delivering a user specific budget. Support for this amendment may be found at page 550 line 30 through page 551 line 6, and page 552 lines 20-30. No new matter is added by this amendment.

Claim 51 has been amended to correct a minor inadvertancy. No new matter is added by this amendment.

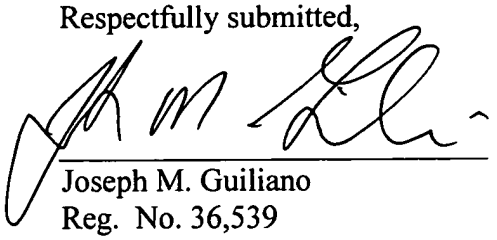
III. CONCLUSION

Applicants respectfully request consideration of the foregoing amendments and allowance of the instant application.

If the Examiner has any remaining informalities to be addressed, it is believed that prosecution can be expedited by the Examiner contacting the undersigned attorney for a telephone interview to discuss resolution of such informalities.

Date: July 8, 2002

Respectfully submitted,



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Appendix A

Applicants' Marked-Up Claim Language

2. **(Four Times Amended)** A method of processing signals at a receiver station based upon receiving at least one of a broadcast and a cablecast transmission, said receiver station including a computer, said method comprising:

receiving information content, at least one control signal with respect to a budget, and said at least one of a broadcast and a cablecast transmission, said information content and said at least one control signal including a first projected datum, said first projected datum designating a product or service and projecting a price or quantity;

storing said first projected datum in said computer;

generating budget data by processing data stored in said computer in response to said at least one control signal, said data stored in said computer including said first projected datum and user data, said budget data including at least two of:

(1) an income datum;

(2) an expense datum; and

(3) a profit datum; and

outputting to a subscriber at least a portion of said information content and at least one of said budget data, wherein said information content explains at least a portion of a receiver specific budget [containing] including said budget data.

3. (Unchanged) The method of claim 2 further comprising the step of storing subscriber resource data at said receiver station, said resource data including at least two of:

(a) an equipment or real estate datum;

(b) a labor datum; and

(c) a financial datum.

4. (Unchanged) The method of claim 2 further comprising the step of programming said computer to respond to said broadcast or cablecast control signal in respect of said budget.

5. **(Cancelled.)**

6. **(Cancelled.)**

7. **(Cancelled.)**

8. **(Cancelled.)**

9. **(Cancelled.)**

10. **(Cancelled.)**

11. **(Cancelled.)**

12. **(Cancelled.)**

13. **(Cancelled.)**

14. **(Cancelled.)**

15. **(Cancelled.)**

16. **(Cancelled.)**

17. **(Twice Amended)** An interactive method for information delivery, useful with an interactive mass medium program output apparatus, said interactive mass medium program output apparatus including an input device to receive input from a subscriber, an output device for outputting information, a transmitter for communicating information to a remote station, and a receiver for receiving a signal from said remote station, said interactive mass medium program output apparatus together with said remote station comprising a network including a plurality of transmitter stations, said method comprising the steps of:

outputting mass medium programming [containing] including or explaining at least one receiver specific datum;

prompting input from said subscriber during said mass medium programming with respect to said information;

receiving a reply from said subscriber at said input device in response to said prompting;

communicating said reply to a remote site;

performing at least one of formulating and assembling in said network a signal effective at said interactive mass medium program output apparatus to [generate and output] deliver user specific budget data; and

delivering [combined medium programming that explains] a user specific budget at said output device on the basis of said signal.

18. **(Twice Amended)** The method of claim 2, wherein said information content includes mass medium programming of a duration, and wherein only a portion of said duration [contains] includes a time interval of specific relevance, said method further comprising the steps of:

outputting said mass medium programming at said receiver station; and

outputting one of said budget data in said time interval.

19. **(Cancelled.)**

20. **(Cancelled.)**

21. **(Cancelled.)**

22. **(Cancelled.)**

23. **(Cancelled.)**

24. **(Cancelled.)**

25. **(Cancelled.)**

26. **(Cancelled.)**

27. **(Cancelled.)**

28. **(Cancelled.)**

29. **(Cancelled.)**

30. **(Cancelled.)**

31. **(Cancelled.)**

32. **(Cancelled.)**

33. **(Cancelled.)**

34. **(Cancelled.)**

35. **(Cancelled.)**

36. **(Cancelled.)**

37. **(Cancelled.)**

38. **(Cancelled.)**

39. **(Cancelled.)**

40. **(Amended)** A method of processing signals at a receiver station based on at least one of a broadcast and a cablecast transmission including:

(a) the step of receiving information content and at least one control signal in said one of said broadcast and said cablecast transmission, said information content and said at least one control signal including a first projected datum, said first projected datum designating at least one of a product and a service and being a projected first of a price and a quantity;

(b) the step of storing said first projected datum in a computer at said receiver station;

(c) the step of generating said budget by processing data stored in said computer in response to said at least one control signal, said data stored in said computer including said first projected datum and user data, said budget including a second projected datum and at least two of the group of:

(1) an income datum;

(2) an expense datum; and

(3) a profit datum;

said second projected datum designating said at least one of said product and said service and being the projected second of said price and said quantity; and

(d) the step of transmitting said second projected datum from said receiver station to a data collection station.

41. (Unchanged) The method of claim 40 further comprising the step of storing subscriber resource data at said computer at said receiver station, said resource data including at least two of the group of:

(a) one of an equipment and a real estate datum;

(b) a labor datum; and

(c) a financial datum.

42. (Unchanged) The method of claim 40 further comprising the step of programming said computer to respond to said one of said broadcast and said cablecast control signal in respect of said budget.

43. (**Amended**) A method of communicating subscriber station information from a subscriber station to at least one remote station, said method comprising the steps of:

(1) storing subscriber data at a subscriber station;

(2) receiving a subscriber's reaction to a combined medium output at said subscriber station;

(3) processing an instruct signal which is effective to generate and communicate to said remote station at least one of a price and a quantity datum of a budget at said subscriber station in response to said subscriber's reaction at said subscriber station, said processing at said subscriber station directed by instructions from said instruct signal;

(4) generating at least one subscriber specific datum from said step of processing;

(5) transferring said at least one subscriber specific datum from said step of generating from said subscriber station to at least one remote station.

44. **(Cancelled.)**

45. **(Cancelled.)**

46. **(Cancelled.)**

47. (**Amended**) A method of controlling at least one of a plurality of receiver stations each of which includes one of a broadcast and a cablecast signal receiver, at least one processor, a signal detector, said signal detector adapted to receive signals from one of a broadcast and a cablecast signal, and said processor programmed to respond to signals from said detector, and said method of controlling comprising the steps of:

(1) receiving at one of a broadcast and a cablecast transmitter station an instruct signal which is effective at the receiver station to generate and communicate to a remote station at least one of a price and quantity datum of a budget;

(2) transferring said instruct signal to a transmitter;

(3) receiving at least one first control signal at said transmitter station, said at least one first control signal identifying at least one specific receiver station in which said instruct signal is addressed; and

(4) transferring said at least one control signal to a transmitter, said transmitter station performing one of the functions of broadcasting and cablecasting said instruct signal and said at least one control signal to said at least one of a plurality of receiver stations.

48. (**Amended**) The method of claim 47, wherein at least one of said instruct signal and said at least one first control signal is embedded in the non-visible portion of a television signal.

49. (Unchanged) The method of claim 47, wherein said at least one control signal identifies at least two of said plurality of receiver stations asynchronously and each of said at least two receiver stations receive and respond to said instruct signal asynchronously.

50. (**Amended**) The method of claim 47, wherein a switch communicates signals selectively from said one of said broadcast and said cablecast receiver and one of a memory and a recorder to said transmitter, said method further comprising at least one from the group consisting of:

detecting at least one of said instruct signal and a second control signal which is effective at the transmitter station to instruct communication;

determining a specific signal source from which to communicate at least one of said instruct signal and said at least one first control signal to a transmitter;

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal to said transmitter in response to a second control signal which is effective at the transmitter station to instruct communication;

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal from a selected signal source; and

controlling said switch to communicate to said one of said memory and said recorder at least one of said instruct signal and said at least one first control signal.

51. (**Amended**) The method of claim 47, wherein a controller controls a switch to communicate to said transmitter a selected signal, further comprising at least one from the group consisting of:

detecting at least one of said instruct signal and said control signal which is effective at the transmitter station to instruct transmission;

inputting to said controller at least one of said instruct signal and said control signal which is effective to control said switch;

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal according to a transmission schedule;

controlling said switch to communicate at least one of said instruct signal and said at least one first control [signalfrom] signal from a specific one of a plurality of signal sources; and

controlling said switch to communicate at least one of said instruct signal and said at least one first control signal to a selected one of a plurality of transmitters.

52. (**Cancelled**)

53. (**Cancelled**)

54. **(Amended)** The method of claim 47, wherein at least one receiver station is at least one of adapted to detect the presence of said at least one first control signal and programmed to respond to said instruct signal on the basis of the location of a signal in an information transmission, said method further comprising the step of:

causing at least a portion of at least one of said control signal and said instruct signal to be transmitted in said location.

55. **(Amended)** A method of processing signals at a receiver station based on at least one transmission from one of a broadcast transmitter and a cablecast transmitter including:

receiving information content and at least one control signal in respect of a budget in said at least one transmission from said one of said broadcast transmitter and said cablecast transmitter, said information content describing at least one of a resource product and a service;

generating a value datum by processing data stored in a computer in response to said at least one control signal, said value datum being a projected value in respect of said at least one of said resource product and said service;

storing said value datum in said computer; and

delivering to a subscriber said received information content of said at least one of said resource product and said service and said value datum.

56. (Unchanged) The method of claim 55 further comprising the step of storing subscriber resource data at said computer at said receiving station, said subscriber resource data including at least one of the group consisting of:

(a) an equipment datum;

(b) a real estate datum; and

(c) a labor datum.

57. **(Amended)** The method of claim 55 further comprising the step of storing a budget in said computer, said budget including a projected datum and at least two of the group consisting of:

(a) an income datum;

(b) an expense datum; and

(c) a profit datum;

said projected datum designating at least one of a product and a service being a projected datum of at least one of a price and a quantity.

58. (Unchanged) The method of claim 55 further comprising the step of programming said computer to respond to said at least one control signal in respect of said budget.

59. **(Amended)** A method of communicating subscriber station information from a subscriber station to at least one remote station, said method comprising the steps of:

(1) storing subscriber data at a subscriber station;

(2) receiving at said subscriber station at least one instruct signal which is effective to deliver information in respect of at least one of a product and a service with a user specific projected value of said at least one of said product and said service;

(3) generating at least one subscriber specific datum at said subscriber station directed by instructions from said at least one instruct signal;

(4) receiving one of a viewer's and a participant's reaction to a combined medium output at said subscriber station;

(5) transferring said at least one subscriber specific datum from said subscriber station to at least one remote station based on said step of receiving one of said viewer's and said participant's reaction.

60. **(Cancelled.)**

61. **(Cancelled.)**

62. **(Cancelled.)**

63. **(Amended)** A method of communicating mass medium program material to at least one receiver station, said at least one receiver station including one of a broadcast mass medium programming receiver and a cablecast mass medium programming receiver, an output device, a control signal detector, a processor operably connected to said output device, and with each said at least one receiver station adapted to detect and respond to at least one instruct signal, said method comprising the steps of:

(1) receiving mass medium programming to be transmitted at a transmitter station and delivering said mass medium programming to an origination transmitter;

(2) receiving and storing said at least one instruct signal at said transmitter station, wherein said at least one instruct signal operates at said at least one receiver station to deliver output information of at least one of a product and a service with a user specific projected value of said at least one of said product and said service;

(3) transferring said at least one instruct signal to said origination transmitter; and

(4) transmitting from said transmitter station an information transmission including said mass medium programming and said at least one instruct signal.

64. **(Amended)** The method of claim 63, wherein identification data and said at least one instruct signal are embedded in a mass medium programming signal, said mass medium programming signal [containing] including said mass medium programming.

65. **(Amended)** The method of claim 63, wherein said step of transmitting directs said information transmission to a plurality of remote receiver stations at the same time and each of said plurality of receiver stations at least one of receives and responds to said at least one instruct signal concurrently.

66. (Unchanged) The method of claim 63, wherein said step of transmitting directs said information transmission to each of a plurality of remote receiver stations at different times and each of said plurality of remote receiver stations responds to said at least one instruct signal at a different time.

67. (Unchanged) The method of claim 63, further comprising the steps of:

receiving said mass medium programming at a receiver in said transmitter station;

communicating said mass medium programming from said receiver to a memory location; and

storing said mass medium programming at said memory location for a period of time prior to communicating said mass medium programming to said origination transmitter.

68. **(Amended)** A method of delivering at least one of a receiver specific budget and a master budget at a video receiver station including:

receiving at least one information transmission at said video receiver station, said at least one information transmission including generally applicable budget information

and a plurality of budgeting control signals, said generally applicable budget information including:

(1) at least a portion of said at least one of said receiver specific budget and said master budget; and

(2) video to serve as a basis on which to present said at least a portion of said at least one of said receiver specific budget and said master budget, at least one of said plurality of budgeting control signals being received from at least one remote transmitter station;

storing at least a portion of said generally applicable information and said plurality of budgeting control signals at said video receiver station;

outputting said video at a video monitor;

selecting budget data to output by processing said generally applicable information in accordance with a first of said plurality of budgeting control signals;

outputting said selected budget data in a series of time periods of specific relevance in response to a second of said plurality of budgeting control signals; and

producing said at least a portion of said at least one of said receiver specific budget and said master budget at a specific video location at said video monitor during a first of said series of time periods of specific relevance.

69. (Unchanged) The method of claim 68, wherein said video receiver station generates receiver-specific budget data in accordance with said first of said plurality of budgeting control signals, said method further comprising the step of outputting said generated budget data in a second of said series of time periods of specific relevance.

70. (Unchanged) The method of claim 68, further comprising the step of outputting at least one of said selected budget data at a speaker.

71. (**Amended**) The method of claim 70, further comprising the step of outputting at said speaker audio which explains said at least one of said receiver specific budget and said master budget.

72. (Unchanged) The method of claim 68, wherein said video includes at least a portion of a television program, said method further comprising the step of synchronizing the delivery of the balance of said television program at said video receiver station based on said plurality of budgeting control signals.

73. (Unchanged) The method of claim 68, wherein said video receiver station includes a video random access memory (RAM) operably connected to said video monitor, said method further comprising the step of clearing said video random access memory (RAM) in response to a third of said plurality of budgeting control signals.

74. (Unchanged) The method of claim 68, wherein said video receiver station includes a programmable controller which controls at least one of a code portion receiver, a control signal detector, and a computer adapted to generate a video overlay, said method further comprising the steps of:

detecting a control program in one of said at least one information transmission; and

programming said programmable controller.

75. (**Amended**) A method of delivering at least one of a receiver specific budget and a master budget to a graphic receiver station including:

receiving at least one information transmission at said graphic receiver station, said at least one information transmission including generally applicable information and a plurality of budgeting control signals, said generally applicable information including:

(1) at least a portion of said at least one of said receiver specific budget and said master budget; and

(2) at least a portion of a graphic image to serve as a basis on which to present said at least a portion of said at least one of said receiver specific budget and said master budget, at least one of said plurality of budgeting control signals being received from at least one remote transmitter station;

storing at least a portion of said generally applicable information and said plurality of budgeting control signals at said graphic receiver station;

outputting said at least a portion of said graphic image at a graphic output device;

selecting budget data to output by processing said generally applicable information in accordance with a first of said plurality of budgeting control signals;

outputting said selected budget data during at least one time period of specific relevance in response to a second of said budgeting control signals; and

outputting said at least a portion of said at least one of said receiver specific budget and said master budget at said graphic display device based on a reference point and scalar dimension.

76. (**Amended**) The method of claim 75, further comprising the step of outputting at a speaker audio which explains said at least one of said receiver specific budget and said master budget.

77. (**Amended**) The method of claim 75, wherein said graphic receiver station includes a plurality of graphic output devices, said method further comprising the step of selecting one of said plurality graphic output devices at which to output at least

one of said selected budget data and said at least a portion of said at least one of said receiver specific budget and said master budget.

78. **(Amended)** The method of claim 75, wherein said at least a portion of said graphic image is part of a television program, said method further comprising the step of processing a viewer response to said television program in accordance with at least one of said plurality of budgeting control signals.

79. **(Cancelled.)**

80. **(Cancelled.)**

81. **(Cancelled.)**

82. **(Cancelled.)**

83. **(Cancelled.)**

84. **(Cancelled.)**

85. **(Cancelled.)**

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99. **(Cancelled.)**

100. **(Cancelled.)**

101. **(Cancelled.)**

102. **(Cancelled.)**

103. **(Cancelled.)**

104. **(Cancelled.)**